



LEADERSHIP OPPORTUNITY | MENLO PARK, CA

DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS



"It begins with children as young as three years old, building from there year-upon-year, nurturing the flame of intellectual curiosity, the warmth of community, and the wonder of the world around each child. It seems like we blink and then they are eighth graders, preparing to graduate to high schools as confident and creative learners, ethical leaders, and compassionate individuals."



LEADERSHIP OPPORTUNITY

Peninsula School, a leader in progressive education, is seeking an experienced, highly relational, and inspiring fundraising and advancement professional to join them as the Director of Development and Communications.

Founded in 1925 and coming up on its centennial anniversary, Peninsula is a preschool through eighth-grade school where children thrive and develop to their full promise as confident contributors in the world. At Peninsula, children learn about themselves and others, discover their passions, and grow intellectually in an inclusive community rich with choices, exploration, and play. In addition to intellectual, development, and social and emotional learning (SEL), Peninsula School has an explicit focus on educating for democracy, student choice and voice, and social justice.

Reporting to new Head of School, Johanna Aeschliman, the Director will energize the school's development efforts to help bring to fruition the aspirations of the school. The Director will be experienced in development and fundraising, specifically, annual giving, capital campaigns, major donor cultivation, and endowment. As the school nears its centennial, the Director will be part of a collaborative team and community ready to grow its culture of philanthropy to help meet its strategic goals, including launching a capital campaign to fund important campus renewal projects.





The role requires the Director of Development and Communications to initiate fundraising and communications strategies that are steeped in the school's strategic plan, mission, vision, and values and create strategies that will bring those goals to fruition.

The Director of Development and Communications will lead all aspects of a capital campaign, which aims to raise funds in conjunction with its centennial celebration. The Director of Development and Communications works collaboratively with the Head of School, administrators, the Board Development Committee, and, as needed, consultants, to clearly craft and articulate fundraising goals, opportunities, and communications that celebrate the school's unique program and vision.

The Director of Development and Communications serves as a member of the School's Senior Leadership Team along with the Director of Instruction and Belonging, Director of

THE POSITION

Admissions and Enrollment, Director of Finance and Operations, and Director of Facilities. This is a 12-month, full-time position working closely with the Head of School and the Development Committee of the Board of Trustees to provide leadership, thought partnership, strategic thinking and planning, and skilled execution of initiatives. Three staff members report to (and share an open office space with) the Director, including the Annual Giving and Alumni Relations Specialist, Communications Specialist, and Events Coordinator, who all work in concert to support the development efforts of the school. The next Director of Development will be a leader in nurturing a culture of philanthropy and building broad and deep relationships with the school and external community. Peninsula is always seeking ways of making the School more inclusive, diverse, and equitable, and the Director must support this mission wholeheartedly through a commitment to the School's mission, vision, and values.

STRATEGIC PRIORITIES

The Director of Development and Communications will collaborate across the school community to create, lead, and support opportunities for the systematic advancement of the school's mission and strategic plan by prioritizing the following:

- Partner with the Head of School, Director of Finance and Operations, and Board Development Committee to identify the school's funding priorities.
- Create, lead, and implement a Major Gifts Program and align prospect interests and philanthropic goals with the school's funding priorities.
- In partnership with the Head and the Board, development of a capital campaign that will propel the school towards the future, ensuring its sustainability.



ESSENTIAL FUNCTIONS

Leadership for Peninsula School's Development Strategy:

- Work with the Head of School, Director of Finance and Operations, and the Development Committee to ensure that strategic goals and resources are in place that guide the work of fundraising initiatives of the school.
- Evaluate progress toward these goals, refine as needed, and communicate progress to the Head of School and Board of Directors.
- Develop and promote creative and exciting fundraising opportunities in support of the school's mission and related cases for support.
- Set fundraising objectives, evaluate results, and develop corrective strategies as needed.
- Maintain a productive and supportive working relationship with People of Peninsula (POP) so that volunteer and financial giving functions are interlinked and contribute to vibrant school community-building.

- Create, implement, and manage fundraising campaigns including strategy, case statement, engagement strategies, execution, solicitation, donor stewardship, and acknowledgment.
- Ensure an efficient donor management system is in place that collects and tracks donor information which can be used strategically to understand philanthropic giving and inform decision-making.

Leadership and Implementation of the Annual Giving Campaign and Raise Your Paddle:

- Develop annual goals for operational fundraising, and guiding strategy for key fundraising components, which typically includes an Annual Giving Campaign, Raise Your Paddle (RYP), 8th Grade Commemorative Fund.
- Oversee acceptance of Class Gifts (i.e. 8th Grade Commemorative Fund/Gift).
- Alongside the Annual Giving and Alumni Relations Specialist, implement the Annual Giving Campaign including training and support of Annual Giving Campaign Parent Reps, special events to encourage participation, oversee gift



THE POSITION

processing and recognition, and manage financial and participation tracking and reporting.

- Work collaboratively with the Annual Giving and Alumni Relations Specialist and Communications Specialist on communications related to the Annual Giving Campaign.
- Work collaboratively with the Head of School and Director of Finance and Operations to develop strategic funding goals for annual “Raise Your Paddle” campaigns.
- Create a plan to promote the “Raise Your Paddle” focus and work collaboratively with the Communications Specialist to promote the focus.

Leadership for Peninsula School’s Communications Strategy:

- Work closely with the Head of School, the Director of Admissions and Enrollment, the Annual Giving and Alumni Relations Specialist, the Communications Specialist, and Events Coordinator to implement a broad, comprehensive, and strategic internal and external communication plan.
- Promote clear communication that aligns with the school’s mission, vision, and values to support admissions and fundraising efforts and build community.

Guidance for School Events:

- Support parent-led fundraising events alongside the School’s Events Coordinator (Community Party, Craft Fair, and Spring Fair).
- Provide guidance for the School’s Events Coordinator and POP volunteers
- Solicit underwriting donations for fundraising events.

Partner with Board of Directors:

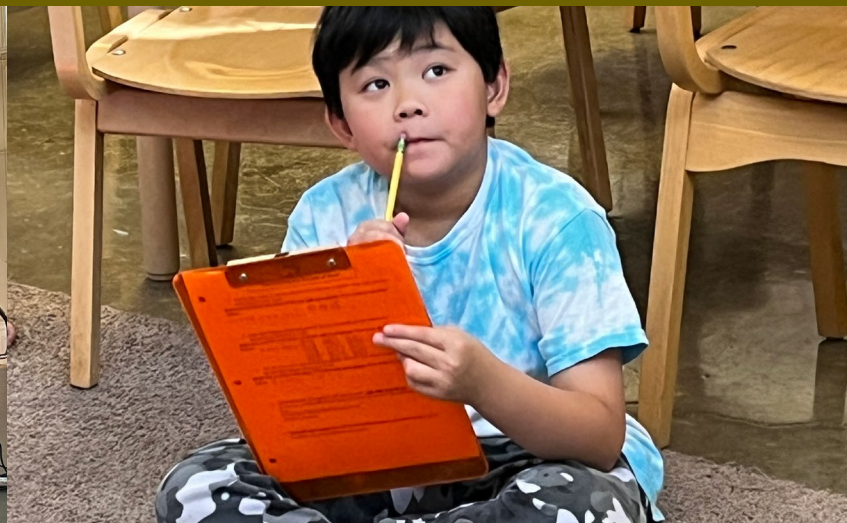
- Work with the Development Committee Chair on shared Development goals and determine annual and longer-term work of the Development Committee in achieving these goals.
- Develop donor engagement strategy in concert with the Development Committee.



- Provide education and develop strategies for Board engagement in fundraising initiatives including Major Gifts and Capital Campaigns.

Management of the Development and Communications Office:

- Work with the Head of School and Communications Specialist to develop a guiding communications strategy and messaging for Development work at Peninsula School.
- Create and manage annual goals, work plans, professional development, and evaluations for the Annual Giving and Alumni Relations Specialist, Communications Specialist, and Events Coordinator.
- Develop an annual departmental budget (one each for Development and Communications), monitor income and expenses, and communicate these with the Head of School and Business Office.
- Oversee the management of the day-to-day activities of the Development Office, ensuring that administrative systems and processes such as record-keeping, gift processing, and database management function smoothly and efficiently.



Participate on the School Administration Team and Senior Leadership Team:

- Participate on the Senior Leadership Team and the Administrative Staff Team to ensure strong communication and coordination of Development Office activities with other school activities.
- Contribute to the development and implementation of the school's operating and strategic plans as appropriate, and work collaboratively to secure the resources to carry out strategic objectives.
- Become and remain educated about the culture of the school and build positive, respectful relationships with all members of the community.
- Provide input for activities in all school arenas. Seek input from Administrative staff about Development Office activities.
- Assist with other projects as needed and directed by the Head of School.

QUALITIES AND ATTRIBUTES

The next Director will be energized by building relationships, excited to tell the story of Peninsula School, and demonstrate a high level of integrity and initiative. They must have a proven ability to collaborate with and nurture relationships with a team of professionals and be genuinely interested in being an active member of the Peninsula community.

QUALIFICATIONS AND REQUIREMENTS

Successful candidates will be able to demonstrate expertise and success in comprehensive development efforts, donor cultivation and stewardship, and a highly collaborative and relational approach.

- Bachelor's Degree required
- 5+ years of experience in nonprofit fundraising
- Proven ability to design, implement, and bring to fruition capital and major gifts campaigns
- Demonstrated ability to collaborate with and nurture relationships with a team of professionals
- Demonstrated commitment and successful experience working in a diverse, multicultural community
- Strong organizational skills and attention to detail
- Excellent written and verbal communication, public relations, and interpersonal skills
- Outstanding knowledge of fundraising data software and database management software
- High regard for confidentiality
- Familiarity with independent schools is a plus

THE SCHOOL

Peninsula School is a unique co-educational private school of 200 students with classes ranging from preschool through eighth grade.

Peninsula is recognized as one of the few early pioneers of progressive education still in operation. Founders Josephine and Frank Duveneck incorporated the progressive education philosophy, practice and reforms of Francis Parker, John Dewey, and Maria Montessori, as well as contributed to the history of social justice and conservation movements in California. Peninsula's progressive ideals of play, choice and responsibility, engaging in intellectual inquiry, and building relationships inhabit every corner of its inspiring campus in Menlo Park, California.

MISSION, VISION, AND VALUES

Mission

Peninsula School creates a space where children thrive and develop their full promise as confident contributors in the world. Here they learn about themselves and others, discovering their passions and growing intellectually in an inclusive community rich with choices, exploration, and play.

Vision

Through the progressive principles of constant reflection and renewal, Peninsula School will continue to adapt to the ever-changing world while holding true to the core values that have been the school's foundation for nearly a century.

We will articulate how our unique pedagogy fosters a learning community that nurtures intellectual curiosity and where students develop the skills and confidence necessary to become creative and compassionate contributors in the world.

In the school's ongoing quest for social justice, we will continue to champion diversity, equity, and inclusion by building a community rich with a range of experiences and perspectives. We will strive to provide our students, staff, and families with resources to thrive in our community.

Values

Peninsula School's core values are long-standing, deeply held, grounded in the

Progressive Education tradition, and put into practice daily throughout our community.

Authentic Interactions

Children learn to communicate honestly and directly and to make decisions conscientiously.

Community

Children learn the value of personal connections and membership in a diverse community committed to local and global justice.

Equity

Children thrive in a school environment where everyone has access and opportunity to fully participate; inequitable practices, policies, and structures are eliminated.

Freedom and Responsibility

Children learn best by experiencing daily opportunities for making important choices and reflecting on the results.

Meaningful Academics

Children explore their world and develop strong critical thinking skills through a progressive teaching and learning program, with opportunities to discover, problem solve, and meet challenges.

Play

Children need ample time and space for safe, open-ended exploration in our richly varied environment.

DIVERSITY STATEMENT

Peninsula School was founded on the progressive principle that schools are labs for democratic life where we engage in the work of social transformation for local and global justice. We embrace the ongoing work of building a more inclusive, diverse, and equitable school. We seek to examine systems of power, oppression, and privilege in both our classroom curriculum and our organization. We strive to be advocates, allies, and change agents for a more socially just world. We know this is a long-term commitment and we are a work in progress. We seek to listen and acknowledge where we need to grow and work to change policies, practices, and systems to ensure diversity, equity, and inclusion (DEI) at Peninsula School.

To learn more about diversity, equity, inclusion, belonging, and social justice at Peninsula, click [here](#).



THE PROGRAM

Peninsula provides a cohesive, progressive program that prepares students for the 21st century by nurturing diverse ways of learning, making, and taking action, grounded in exploration and Social Justice. The school's program is unique in several different ways:

Grade-free learning: Peninsula cultivates and celebrates intellectual curiosity and a love of learning. Their non-competitive environment supports student collaboration, positive risk-taking, creativity, and intrinsic motivation. Students grow to see learning as a treasured opportunity and a lifelong, personal journey.

Multi-age groupings at the Primary level: Children are placed into classrooms that focus on aligning their developmental and cognitive readiness with that of a particular peer group. Such multi-age groupings support children to see themselves as individual learners who are developing at their own pace.

Student voice and choice: In Peninsula classrooms, democratic learning is part of the curriculum. Students are active participants in their learning and are able to see their school experience in relation to the outside world. Student voice, choice, and democratic decision-making practices are embedded in their model. Peninsula recognizes children as community members, decision-makers, and creators.

Social-emotional development is as important as intellectual development: Peninsula's all-school focus on social and emotional learning cultivates self-awareness, empathy, and capacity for collaboration. Additionally, students are provided time to reflect on their learning. The relationships built at Peninsula often become lifelong bonds that support children across their lifetime.

Healthy risk-taking is part of the experience: At Peninsula, students are allowed the space to take age-appropriate risks in their environment. More and more evidence has shown that children who engage in healthy risk-taking from a young age further their

THE SCHOOL

development and gain experience in risk assessment. This self-awareness instills confidence to try new things out of one's comfort zone, and also when to use caution and acknowledge limitations.

The natural setting: Peninsula's spacious campus, filled with native trees and plants, invites students to discover aspects of the natural world in a school setting. Children participate in relaxed and unstructured play, developing an awareness of nature that cultivates their sense of place and the value of environmental stewardship.

CAMPUS & GEOGRAPHY

Peninsula School is located on six and a half acres of land in Menlo Park, California. With its Victorian "Big Building," many large oaks, and natural setting, the school provides a sense of seclusion, safety, and timelessness that is cherished by all who make up its community. The grounds are considered an essential part of the Peninsula experience. The campus provides a sense of wonder, and students experience a strong feeling of ownership over them as they have the freedom to explore and play throughout the school property. One may witness children swinging on the rope swing, splashing through puddles, playing games of their own imaginings outside their classroom, or simply talking with friends in a tree.

Menlo Park is a city of beautiful, tree-lined neighborhoods and active commercial districts. Located at the eastern edge of San Mateo County within the San Francisco Bay Area of California, it is bordered by San Francisco Bay on the north and east; East Palo Alto, Palo Alto, and Stanford to the south; and Atherton, North Fair Oaks, and Redwood City to the west. The city's close proximity to Stanford University and Menlo College provide a multitude of academic, cultural, and athletic event opportunities. The arts and leisure activities of the major urban areas of San Francisco and San Jose are close by.

AT A GLANCE

200

Enrollment

46

Instructional/administrative staff

40%

*Instructional/administrative staff
who identify as a person of color*

~\$60,000/year

Professional Development Budget

6:1

Average Student to Teacher Ratio

17% of tuition annually

Tuition support allocated

25%

Students receiving tuition support

PROCEDURE TO APPLY

Peninsula School does not discriminate in the enrollment of students or hiring of staff on the basis of race, color, creed, national or ethnic origin, age, sex, gender expression, gender identity, and sexual orientation.

Peninsula School has long been the place for educators committed to putting children at the center of learning, social justice, and creative approaches to teaching. With a generous professional development budget, and opportunities for advancement, we are a growth-focused learning community where every member of our staff is highly valued. Join a community of professionals dedicated to our progressive mission and values, focused on the social and emotional growth of children.

Interested candidates should submit via https://bit.ly/Peninsula_DirDev_AppForm the following materials confidentially in one, single PDF file:

- A cover letter indicating the candidate's particular interest in and qualifications for the position
- A current resume
- The names, email addresses, and telephone numbers of five professional references, including at least two recent supervisors. References should speak to the applicant's ability to be an effective administrator and to work collaboratively and collegially with all relevant stakeholders (references will be contacted only with the candidate's permission). Please indicate your relationship with each reference (i.e. supervisor, colleague, or direct report).

Salary Range: \$150,000–165,000

Please address any questions by email to julie@strategenius.org or by phone at 415-881-7105.



SEARCH CALENDAR

Applications are being accepted for immediate consideration.

Start Date

As soon as possible

